

## CONTRACT



**WOIO**  
1717 East 12th Street  
Cleveland, OH 44114  
(216) 771-1943

<b>Contract / Revision</b> 835103 /		<b>Alt Order #</b>
<b>Product</b> OH US SEN JOSH MANDEL OCT 13-OCT 23		
<b>Contract Dates</b> 10/13/12 - 10/23/12		<b>Estimate #</b> 2897
<b>Advertiser</b> Mandel, J/US Senate/R		<b>Original Date / Revision</b> 10/11/12 / 10/26/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WOIO	<b>Account Executive</b> House WOIO/WUAB	<b>Sales Office</b> Cleveland Local
<b>Special Handling</b> Cash In Advance		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Strategic Media Placement.**  
7669 Stagers Loop  
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	10/13/12	10/13/12	Sat Early Show	9-11a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$125.00			
N 2	WOIO	10/14/12	10/14/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$2,000.00			
N 3	WOIO	10/15/12	10/19/12	Price is Right	11a-12p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$525.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WOIO	10/15/12-10/21/12	Price is Right	11a-12p	MTuWThF----	:30		\$625.00	NM		
				Credited								
	3	WOIO	10/15/12-10/21/12	Price is Right	11a-12p	MTuWThF----	:30		\$625.00	NM		
				Credited								
	4	WOIO	10/15/12-10/21/12	Price is Right	11a-12p	MTuWThF----	:30		\$625.00	NM		
				Credited								
	5	WOIO	10/15/12-10/21/12	Price is Right	11a-12p	MTuWThF----	:30		\$625.00	NM		
				Credited								
N 4	WOIO	10/22/12	10/23/12	Price is Right	11a-12p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$525.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	10/22/12-10/28/12	Price is Right	11a-12p	MTu-----	:30		\$625.00	NM		
				Credited								
	2	WOIO	10/22/12-10/28/12	Price is Right	11a-12p	MTu-----	:30		\$625.00	NM		
				Credited								
N 5	WOIO	10/15/12	10/19/12	Action News at Noon	12-1230p		:30			NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$475.00			
N 6	WOIO	10/22/12	10/23/12	Action News at Noon	12-1230p		:30			NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$475.00			
N 7	WOIO	10/15/12	10/19/12	CBS Soaps	1230-2p		:30			NM	4	\$2,400.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
835103 /	

Contract Dates	Product	Estimate #
10/13/12 - 10/23/12	OH US SEN JOSH MAN	2897

Advertiser	Original Date / Revision
Mandel, J/US Senate/R	10/11/12 / 10/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 MTWTF-- 5 \$600.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	10/15/12-10/21/12	CBS Soaps	1230-2p	MTuWThF----	:30		\$600.00	NM		
	Credited											
N 8	WOIO	10/22/12	10/23/12	CBS Soaps	1230-2p		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 MT----- 2 \$600.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	10/22/12-10/28/12	CBS Soaps	1230-2p	MTu-----	:30		\$600.00	NM		
	Credited											
	2	WOIO	10/22/12-10/28/12	CBS Soaps	1230-2p	MTu-----	:30		\$600.00	NM		
	Credited											
N 9	WOIO	10/15/12	10/19/12	The Talk	2-3p		:30			NM	2	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 MTWTF-- 5 \$350.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	WOIO	10/15/12-10/21/12	The Talk	2-3p	MTuWThF----	:30		\$350.00	NM		
	Credited											
	4	WOIO	10/15/12-10/21/12	The Talk	2-3p	MTuWThF----	:30		\$350.00	NM		
	Credited											
	5	WOIO	10/15/12-10/21/12	The Talk	2-3p	MTuWThF----	:30		\$350.00	NM		
	Credited											
N 10	WOIO	10/22/12	10/23/12	The Talk	2-3p		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 MT----- 2 \$350.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	10/22/12-10/28/12	The Talk	2-3p	MTu-----	:30		\$350.00	NM		
	Credited											
	2	WOIO	10/22/12-10/28/12	The Talk	2-3p	MTu-----	:30		\$350.00	NM		
	Credited											
N 11	WOIO	10/15/12	10/19/12	Syndicated Barter	3-4p		:30			NM	4	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 MTWTF-- 5 \$100.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	WOIO	10/15/12-10/21/12	Syndicated Barter	3-4p	MTuWThF----	:30		\$100.00	NM		
	Credited											
N 12	WOIO	10/22/12	10/23/12	Syndicated Barter	3-4p		:30			NM	1	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 MT----- 2 \$100.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	10/22/12-10/28/12	Syndicated Barter	3-4p	MTu-----	:30		\$100.00	NM		
	Credited											
<b>Totals</b>											21	\$9,575.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/23/12	21	\$9,575.00	\$8,138.75
<b>Totals</b>	21	\$9,575.00	\$8,138.75

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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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